AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1.   (Original)   A method of providing guidance for a subject, the method comprising:

receiving profile information about the subject, the profile information reflecting at least one of physical attribute information and lifestyle information;

receiving information reflecting a classification relating to birth of the subject; and

providing guidance for the subject, the guidance at least including beauty advice and being a function of at least some of the profile information and the birth-related classification.

2.   (Original)   The method of claim 1, wherein the birth-related classification is an astrological horoscope sign of the subject.

3.   (Original)   The method of claim 1, wherein the birth-related classification is at least one of an astrological horoscope sign, a karma classification, a Chinese zodiac sign, an Indian zodiac sign, a Charkas classification, a numerology classification, and a classification based on a way a planetary system was arranged when the subject was born.

4.   (Original)   The method of claim 1, further comprising using the profile information to categorize the subject in at least one of a plurality of predefined categories, and wherein the guidance is provided as a function of the at least one predefined category and the birth-related classification of the subject.

5. (Original) The method of claim 4, wherein the plurality of predefined categories are organized as subcategories beneath the birth-related classification.

6. (Original) The method of claim 4, wherein the plurality of predefined categories are organized independent of the birth-related classification.

7. (Original) The method of claim 1, wherein the information reflecting a birth-related classification of the subject includes at least one of the subject's birthday and a predefined birth-related classification sign.

8. (Original) The method of claim 5, wherein the predefined birth-related classification sign is an identification of the subject's astrological sign.

9. (Original) The method of claim 1, further comprising prompting the subject to provide profile information, the prompting including posing to the subject a plurality of questions seeking physical attribute information about at least one of the subject's hair, skin, eyes, and facial features.

10. (Original) The method of claim 1, further comprising prompting the subject to provide profile information, the prompting including presenting to the subject a plurality of questions seeking lifestyle information about at least one of the subject's vocation, preferred colors, hobbies, physical fitness, eating habits, cosmetic usage habits, cosmetic preferences, and apparel preferences.

11. (Original) The method of claim 1, conducted over a network, wherein the profile information is received at a server side and the guidance advice is provided to a client side.

12. (Original) The method of claim 1, wherein the guidance includes a recommendation to use a beauty product.

13. (Original) The method of claim 12, further comprising offering the beauty product for sale to the subject.

14. (Original) The method of claim 12, wherein the guidance for the subject and the offer for sale are communicated to the subject over a network.

15. (Original) The method of claim 1, wherein providing guidance to the subject includes providing at least one prediction identified as being based on the birth-related classification.

16. (Original) The method of claim 15, wherein the at least one prediction is identified as being astrologically based.

17. (Original) The method of claim 15, wherein the at least one prediction includes a recommendation to use at least one beauty product.

18.   (Original)   The method of claim 15, wherein the at least one beauty product bears a brand name pre-identified by the subject.

19.   (Original)   The method of claim 15, wherein the beauty advice is integrated into the birth-related classification prediction.

20.   (Original)   The method of claim 15, wherein the beauty advice is presented independent of the birth-related classification prediction.

21.   (Original)   The method of claim 15, wherein the birth-related classification prediction includes a suggestion that a course of future events may change based on use of certain beauty products.

22.   (Original)   The method of claim 15, wherein the birth-related classification prediction correlates a use of at least one specified beauty product with a predicted future occurrence.

23.   (Original)   The method of claim 15, wherein the birth-related classification prediction correlates a failure to use at least one specified beauty product with a predicted future occurrence.

24.   (Original)   The method of claim 1, wherein the beauty advice includes information on how to apply at least one beauty product.

25. (Original) The method of claim 1, further comprising storing at least some of the received profile information, information reflecting the birth-related classification of the subject, and an address of the subject, and wherein the method further comprises periodically providing guidance to the subject through the subject's stored address.

26. (Original) The method of claim 25, wherein the address is an e-mail address, the method further comprising sending to the subject's e-mail address a birth-related classification prediction, information about a beauty product, and information about how to purchase the beauty product.

27. (Original) The method of claim 26, wherein the information about how to purchase the beauty product includes a hyperlink to a location from which the beauty product may be ordered.

28. (Original) The method of claim 25, wherein the address is an address of a mobile receiver/transmitter of the subject, the method further comprising sending to the subject's mobile address a birth-related classification prediction, information about a beauty product, and information about how to purchase the beauty product via the mobile receiver.

29. (Original) The method of claim 1, further comprising storing an identification code of the subject, so that the user is enabled to receive selective guidance after accessing a website using the identification code.

30. (Original) The method of claim 1, wherein the guidance is further a function of at least one of a demographic location of the subject and an environmental condition at a demographic location of the subject.

31. (Original) The method of claim 1, wherein providing guidance includes providing the subject with at least one prediction associated with the birth-related classification, and thereafter providing beauty advice in response to a request by the subject.

32. (Original) The method of claim 1, further comprising establishing an association between a beauty product supplier and a provider of birth-related classification information, such that when the subject accesses a website of the beauty product supplier, information of the provider is presented to the subject.

33. (Original) The method of claim 1, further comprising establishing an association between a beauty product supplier and a provider of birth-related classification information, such that when the subject accesses a site of the beauty product supplier, a hyperlink to the provider is displayed.

34. (Original) The method of claim 1, further comprising maintaining a plurality of beauty recommendations organized at least in part by birth-related classification, and wherein providing guidance for the subject includes dispensing at least one of the beauty recommendations.

35. (Original) The method of claim 34, wherein the plurality of beauty recommendations are further organized by categories defined by one or more of personal attribute information and personal lifestyle information.

36. (Original) A method for providing guidance to a subject, the method comprising:

establishing a set of criteria for classifying the subject in at least one of a plurality of predefined categories, the criteria including at least one of personal attribute information and lifestyle information;

advising the subject of the at least one predefined categories into which the subject is classified; and

dispensing guidance including beauty advice, the guidance being a function of a birth-related classification of the subject and the at least one predefined category into which the subject is classified.

37. (Original) The method of claim 36, wherein the birth-related classification is an astrological horoscope sign.

38. (Original) The method of claim 36, wherein the birth-related classification is at least one of an astrological horoscope sign, a karma classification, a Chinese zodiac sign, an Indian zodiac sign, a Charkas classification, a numerology classification, and a classification based on a way a planetary system was arranged when the subject was born.

39.   (Original)   The method of claim 36, wherein the guidance is dispensed through at least one of electronic messaging, website posting, mailing, print media, television media, radio media, and paid advertisements.

40.   (Original)   The method of claim 39, wherein the guidance is dispensed at a regular interval.

41.   (Original)   The method of claim 36, wherein the dispensed guidance combines advice based on the birth-related classification with beauty advice.

42.   (Original)   The method of claim 36, wherein the dispensed guidance combines astrological horoscope advice with beauty advice.

43.   (Original)   The method of claim 36, wherein the beauty advice includes a recommendation to purchase at least one beauty product.

44.   (Original)   The method of claim 36, wherein the plurality of predefined categories are organized as subcategories beneath the birth-related classification.

45.   (Original)   The method of claim 36, wherein the plurality of predefined categories are organized independent of the birth-related classification.

46. (Original)   The method of claim 36, wherein personal attribute information characterizes at least one of the subject's hair, skin, eyes, and facial features.

47. (Original)   The method of claim 36, wherein the lifestyle information characterizes at least one of the subject's vocation, preferred colors, hobbies, physical fitness, eating habits, cosmetic usage habits, cosmetic preferences, and apparel preferences.

48. (Original)   The method of claim 41, wherein the birth-related classification advice includes a suggestion that a course of future events may change based on use of certain beauty products.

49. (Original)   The method of claim 41, wherein the birth-related classification advice correlates a use of at least one specified beauty product with a predicted future occurrence.

50. (Original)   The method of claim 41, wherein the birth-related classification advice correlates a failure to use at least one specified beauty product with a predicted future occurrence.

51. (Original)   The method of claim 36, further comprising maintaining a plurality of beauty recommendations organized at least in part by birth-related classification, and wherein dispensing guidance for the subject includes dispensing at least one of the beauty recommendations.

52.   (Original)   The method of claim 36, wherein the plurality of beauty recommendations are further organized by categories defined by one or more of personal attribute information and personal lifestyle information.

53.   (Original)   A method of marketing beauty products, the method comprising:

receiving profile information about a subject, the profile information reflecting at least one of physical attribute information and lifestyle information about the subject;

identifying a birth-related classification of the subject; and

recommending at least one beauty product to the subject as a function of the birth-related classification of the subject and at least some of the received profile information.

54.   (Original)   The method of claim 53, wherein the birth-related classification is at least one of an astrological horoscope sign, a karma classification, a Chinese zodiac sign, an Indian zodiac sign, a Charkas classification, a numerology classification, and a classification based on a way a planetary system was arranged when the subject was born.

55. (Currently amended) A method of marketing beauty products, the method comprising:

receiving profile information about a subject, the profile information reflecting at least one of physical attribute information and lifestyle information about the subject;

receiving information reflective of an astrological horoscope sign of the subject; and

~~recommending at least one beauty product to the subject as~~ providing guidance for the subject, the guidance at least including beauty advice related to at least one beauty product and being a function of the subject's astrological horoscope sign and at least some of the received profile information.

56. (Original) A method of marketing beauty products, the method comprising:

maintaining a first website offering for sale beauty products;

establishing a relationship between the first website and a second website dispensing birth-related classification information;

providing to a user of the second website a recommendation to use a beauty product offered for sale through the first website, the recommendation being a function of a birth-related classification of the user; and

providing on the second website a link to the first website, and informing the user of the second website of the ability to purchase the beauty product through the link to the first website.

57. (Original)   The method of claim 56, wherein the birth-related classification is at least one of an astrological horoscope sign, a karma classification, a Chinese zodiac sign, an Indian zodiac sign, a Charkas classification, a numerology classification, and a classification based on a way a planetary system was arranged when the subject was born.

58. (Original)   The method of claim 56, wherein providing a recommendation includes presenting to the user information indicated as being associated with an astrological horoscope and which also contains the recommendation to use a beauty product.

59. (Original)   A system of providing guidance for a subject, the system comprising:

a component for receiving profile information about the subject, the profile information reflecting at least one of physical attribute information and lifestyle information;

a component for receiving information reflecting a birth-related classification of the subject; and

a component for providing guidance for the subject, the guidance at least including beauty advice and being a function of at least some of the profile information and the subject's birth-related classification.

60. (Original)   The system of claim 59, further comprising a component for using the profile information to categorize the subject in at least one of a plurality of predefined categories, and wherein the guidance is provided as a function of the at least one predefined category and the birth-related classification of the subject.

61.   (Original)   The system of claim 60, wherein the plurality of predefined categories are organized as subcategories beneath the birth-related classification.

62.   (Original)   The system of claim 60, wherein the plurality of predefined categories are organized independent of birth-related classification.

63.   (Original)   The system of claim 59, wherein the information reflecting a birth-related classification includes at least one of the subject's birthday and an identification of the subject's astrological sign.

64.   (Original)   The system of claim 59, conducted over a network, wherein the profile information is received at a server side and the guidance advice is provided to a client side.

65.   (Original)   The system of claim 59, wherein the guidance includes a recommendation to use a beauty product.

66.   (Original)   The system of claim 65, further comprising offering the beauty product for sale to the subject.

67.   (Currently amended) A method of providing guidance for a subject, the method

comprising:

receiving profile information about the subject, the profile information reflecting at least

one of physical attribute information and lifestyle information;

receiving information reflecting at least one of when and where the subject was born; and

providing guidance for the subject, the guidance at least including beauty advice and

being a function of at least some of the profile information ~~and the~~ and a classification

correlating to at least one of when and where the subject was born.

68.   (Original)   The method of claim 67, wherein the classification is at least one

of an astrological horoscope sign, a karma classification, a Chinese zodiac sign, an Indian zodiac

sign, a Charkas classification, a numerology classification, and a classification based on a way a

planetary system was arranged when the subject was born.

69.   (Original)   The method of claim 67, wherein the classification is based on an

abstraction lacking a relationship to a scientific principle.